

Press release

## **SCHNEIDER-KREUZNACH is well prepared for the future**

**Internationalisation continues to advance. New appearance introduced at Photokina 2008.**

Bad Kreuznach, September 23, 2008. Schneider-Kreuznach is optimistically looking ahead to the future. The well-established company from Bad Kreuznach, Germany, will present itself at the Photokina 2008 under its new slogan: "Catch the light" and is heavily focused on innovation. This new emphasis is also captured in the firm's new appearance. "We are growing and becoming increasingly international and this is why we further developed our corporate design," said Dr. Josef Staub, Managing Director of the Schneider Group. The first step of the firm's new market appearance is reflected in its totally new look introduced at the trade fair and a modernised logo for the B+W Filter brand.

The dynamic changes taking place within the Schneider Group are reflected by the recent successful acquisition of the ISCO Group, Göttingen, a specialist for projection lenses, as well as by the founding of subsidiary companies in Asia. "We are reinforcing our sales activities equally in the areas of photography, filters, industrial lenses and cinema," said Dr. Josef Staub. The specialist for high-performance lenses sees itself as well prepared to compete in the growing digital photography market.

Schneider-Kreuznach is increasingly bringing technologies from the world of professional photography to the amateur and hobby photography market. No matter if it's a camera or camera-equipped cell phone – manufacturers like Kodak, Samsung and LG count on their collaboration with Schneider-Kreuznach for their new entries in the premium segment. For example: Kodak with its EasyShare Z1015 I, Samsung with its NV100 HD, and LG with the KC 910. Lenses with the Schneider-Kreuznach seal of quality always guarantee top optical quality to better photographic results.

About the Schneider Group:

The Schneider Group specialises in the development and production of high-quality photographic lenses, cinema projection lenses, high-quality lenses for industrial applications and precision mechanics. The Group consists of the 1913 founded Jos. Schneider Optische Werke and its affiliates Pentacon (Dresden, Germany), B+W Filterfabrik (ISCO) (Göttingen, Germany), Praktica (London, UK), Schneider Optics (New York, Los Angeles), Schneider Bando (Seoul) and Schneider Asia Pacific (Hong Kong). The main brand is "Schneider-Kreuznach". Schneider Group has 650 employees worldwide, with 345 at its German headquarters. The Group is the long-time world market leader for high performance lenses.

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